

Corporate Affairs

Quarter 3 report

Management Board – 25 January
2016

Headlines

- 6 October was the busiest day on the website during the quarter, which coincided with us publishing our response to the European Court of Justice ruling about Safe Harbor.
- At Christmas, we bought an air hockey table for our nominated charity Joshua Tree, as part of raising £519.60 during the quarter, and bringing the year's total to £1,371.87.
- Draft ICO Plan and budget for 2016/17 now with DCMS. Grant in aid and capital limits already confirmed.

We worked with the Daily Mail ahead of their 1 September front page, explaining the law, confirming we'd make enquiries and writing an explanation of the subject access request right:

Daily Mail
TUESDAY, SEPTEMBER 1, 2015
www.dailymail.co.uk
60p

NEW SHAME OF THE CHARITIES

They pass on frail widower's details 200 times ++ He gets 731 demands for cash ++ And loses £35,000 to commen

Daily Mail INVESTIGATIONS UNIT

CHARITIES sold personal details of a dementia sufferer to commen who tricked him out of thousands of pounds, the Daily Mail can reveal. Former Army colonel Samuel Rae's information was handed to unscrupulous companies all over the world. As a result, the 81-year-old widower has been repeatedly targeted by rogue firms and has lost £35,000 through scams. Last night his son said charities who passed the data on were 'as bad as the scammers' and demanded a crackdown. The Information Commissioner's Office said the evidence was 'concerning' and vowed an immediate probe into whether any charities had broken the law. The revelations come as a review into how charities target vulnerable people is to be published, following a Mail expose into cold calling. Our latest investigation revealed that: ■ Mr Rae's details were sold or passed on up to 200 times by charities, including to a company responsible for scams against the elderly; ■ Two organisations he supported, including a cancer charity, passed donors' names and

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HOW TO FIND OUT WHAT THEY KNOW

Everyone has the legal right to demand a copy of the information an organisation holds about them.

You can make a 'subject access request', which means any organisation that holds your data is legally obliged to supply you with paper and computer records of the information.

They are also required to tell you where they got the data, what they have used it for and details of any organisations with which they have shared it.

All you have to do is make a written request – and sometimes pay a fee of up to £10. The organisation has up to 40 days to respond. You can request on someone else's behalf, but must show you have the individual's permission or a power of attorney.

During the Daily Mail's investigation, Samuel Rae's son Chris was able to make subject access requests for his father.

With the help of the Mail, he was able to trace what had happened to his father's data and how it had been traded.

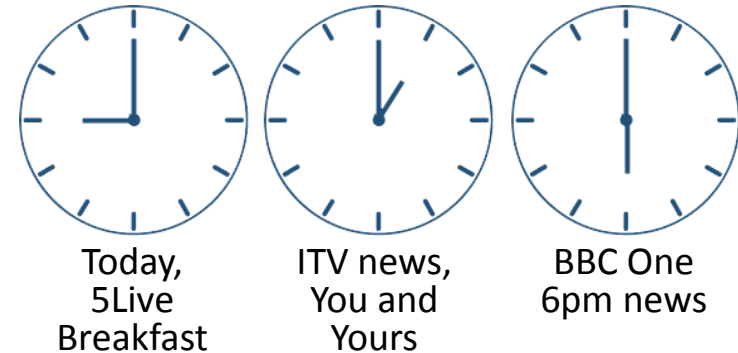
Details of how to make a request, including a template letter, can be found on the Information Commissioner's Office website at ico.org.uk/sar.

The story prompted
widespread media coverage,
with the ICO at the centre.

The ICO will have been seen by **49%**
of UK national newspaper readers
(3.5million people), with coverage in
the Mail, Times,
Telegraph and
Mirror.



Broadcast coverage featuring ICO
interviews across the day:



Interviews on regional 'drivetime'
shows on 12 BBC radio stations



Digital communications

Website (ico.org.uk)

Top content

Pages with most views, Q3

For the public

1. Find out how to request your personal information

51,491 page views

- ## 2. Nuisance calls

25,660 page views



For organisations

1. Guide to data protection

142,512 page views

- ## 2. Register under the Data Protection Act

79,523 page views



Trending content

Largest percentage increase in page views quarter-on-quarter (top 500 pages)

Home Energy and Lifestyle Management (HELM) monetary penalty (Action we've taken) ↑ 1,226%

Relationship with the DCMS (About the ICO) ↑ 391%

Policy Delivery (in Jobs > Departments) ↑ 386%

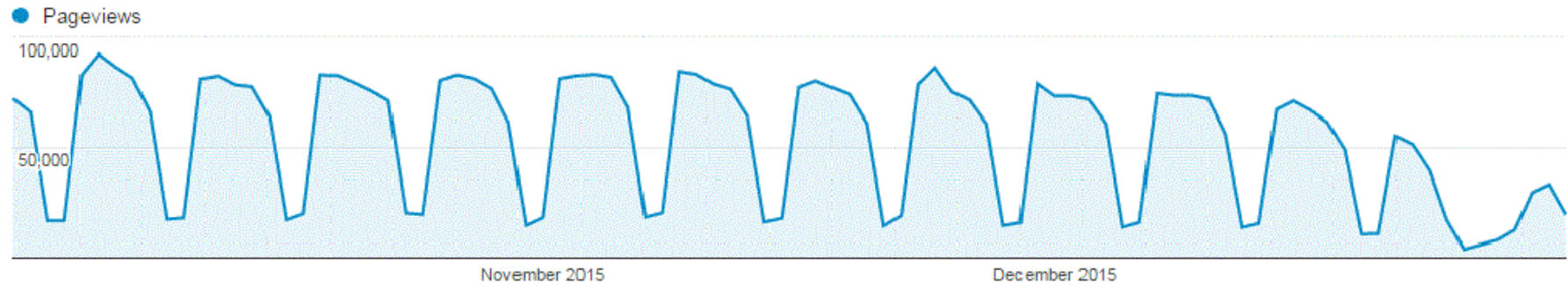
Flybe undertaking (Action we've taken) ↑ 331%

ico.org.uk

1,244,627

Visits to ico.org.uk in Q3

↓ 1% on the same quarter last year



Highlights

6 October was the busiest day during the quarter, which coincided with us publishing our response to the European Court of Justice ruling about Safe Harbor.

Twitter

Twitter remains our most successful social media channel.

13,820

followers see our tweets...

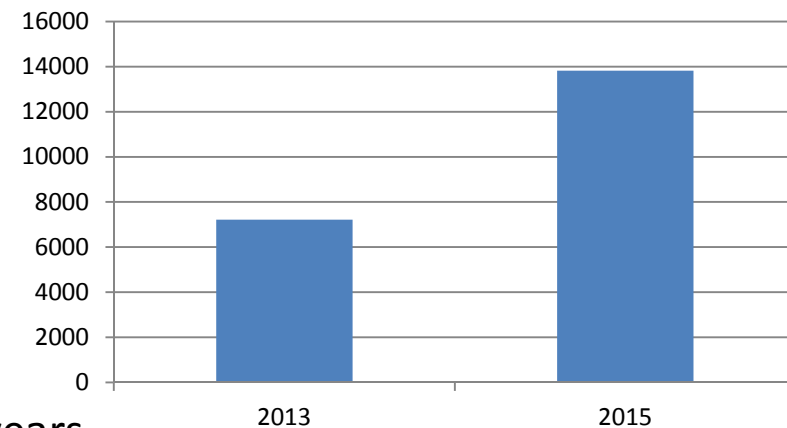


...that's **7%** more people following us compared with last quarter



4,785 people clicked through to ico.org.uk from twitter.

We've seen quarterly rises in our number of followers for more than two years...



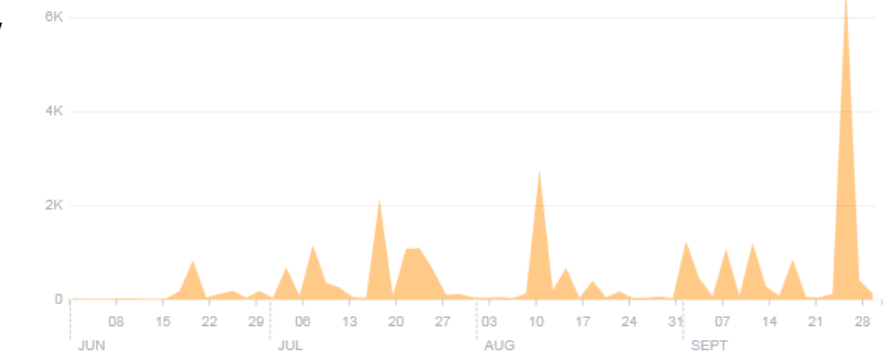
...and in November we'll double the number of followers we had in May 2013

Facebook

Our Facebook presence has grown this year.
An increased number of posts has seen our reach grow by around **8x** year on year



Our posts reach an average of
439 people a day



The three biggest spikes were for posts about CCTV images of Michael McIntyre, nuisance call stats and Simon Rice's wifi blog

Enewsletter and LinkedIn

Monthly E-newsletter

- Subscribers remain steady, at 51,468
- LinkedIn
 - 5,479 Followers and
 - 393 members of our Information Rights discussion forum

Events

External

Staff engagement events

- 5 October, Charity bake off
- 2 November, Security Awareness Week
- 4 December, ICO Christmas party
- 16 December, Christmas jumper day
- November-December, Collection for Joshua Tree Christmas present (air hockey table)
- December, Christmas charity raffle

Orders for hard copy publications

Top publications, Q3

For organisations

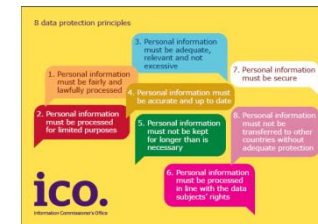
Data protection postcards – 5,099

Data day hygiene DVD – 2,235

Data sharing checklist – 1,791

How do I handle subject access requests – 1,625

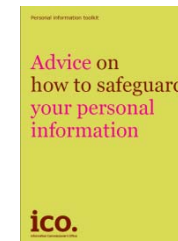
The lights are on DVD – 835



For individuals

Personal information toolkit – 1,435

Credit explained – 816



Internal communications

20,070

Visits to ICON in Q3, with 514,798 page views

ICON

Pages with most views, Q3

1. Recruitment and selection – 4,227 page views
2. Advice services noticeboard – 3,218 page views
3. Sector knowledge sharing homepage – 3,067 page views

Informer content

Pages with most views, Q3

1,842

front page views

1. Arrivals (December) – 361 page views
2. Moving on up (December) – 328 page views
3. A heart stopping moment (December) – 320 page views



Corporate Governance

- Senior Management Team seems to be settling in; full and meaningful agendas for the formal meetings.
- Responsibility for ICO sponsorship and DP policy moved to DCMS on 17 September.
 - Already seen early decisions on grant in aid and capital limits for the next three years.
 - Recruitment of the next Commissioner has begun.
 - Framework agreement being taken forward
- Draft ICO Plan and budget sent to DCMS for comment before Christmas.
- Work on Annual Report and Accounts for 2016/17 already started.
- Decision made to move Corporate Governance to Good Practice by end of the financial year; delayed pending decisions on grading etc.

